display device that is distinct from the second display device, and wherein the first display device and the second display device are selected from: a TV screen, an LCD display, an LED display, and a touchscreen display.

10. The method of claim **1**, wherein the name of each identity in the identity database is a person, place or thing, and the second information of the one or more content files includes a link to a web page about the person, place or thing identified by the noun.

11. A computer system, comprising:

one or more processors; and

memory storing one or more programs for execution by the one or processors, wherein the one or more programs comprising instructions for:

identifying a set of first information in closed captions of a video stream configured to be displayed to a user of a computing device;

searching an identity database using the set of first information as search queries, wherein the identity database stores a plurality of identities, each identity being associated with at least a name and an importance metric, and wherein searching the identity database further includes identifying one or more identities in the identity database based on the respective importance metrics of the one or more identities;

obtaining second information of one or more content files related to the one or more identities identified in the identity database; and

in response to obtaining the second information of the one or more content files, without user intervention, generating instructions to invoke an application for presenting the second information of the one or more content files to the user of the computing device.

12. The computer system of claim **11**, wherein the set of first information includes a noun corresponding to a person, and the first information of the one or more content files includes a media playlist of media items associated with the person identified by the noun.

13. The computer system of claim **11**, wherein the one or more content files are selected from a group consisting of web pages, video clips, pictures, songs and news stories that the one or more identities are associated with, and the one or more content files are determined as interesting according to a user based metrics associated with the content files.

14. The computer system of claim **11**, wherein the set of first information includes non-speech information extracted from the closed captions.

15. The computer system of claim **11**, wherein the set of first information includes a symbol extracted from the closed captions, one or more visually emphasized words in the closed captions, or one or more special characters and a predefined amount of text following the one or more special characters.

16. A non-transitory computer readable storage medium storing one or more programs configured for execution by one or more processors of a computer system, the one or more programs comprising instructions for:

identifying a set of first information in closed captions of a video stream configured to be displayed to a user of a computing device;

searching an identity database using the set of first information as search queries, wherein the identity database stores a plurality of identities, each identity being associated with at least a name and an importance metric, and wherein searching the identity database further includes identifying one or more identities in the identity database based on the respective importance metrics of the one or more identities;

obtaining second information of one or more content files related to the one or more identities identified in the identity database; and

in response to obtaining the second information of the one or more content files, without user intervention, generating instructions to invoke an application for presenting the second information of the one or more content files to the user of the computing device.

17. The non-transitory computer readable storage medium of claim **16**, wherein the set of first information includes at least one sentence extracted from the closed captions.

18. The non-transitory computer readable storage medium of claim **16**, wherein the applications is invoked to present the one or more content files to the user of the computing device concurrently with the video stream.

19. The non-transitory computer readable storage medium of claim **16**, wherein each of the plurality of relevant identities is associated with a respective action, and the applications is identified according to the respective actions associated with the one or more identities.

20. The non-transitory computer readable storage medium of claim **16**, wherein the instruction includes instructions for executing the application based on a type of the one or more content files, wherein the application include at least one of: a web browser, a music application, a feed reader application, a coupon application, and a content viewer.

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